

Use and rating of the private and public Swiss broadcasting services 2015

1 Management Summary

This report gives the results of the representative public survey on the **use and rating of the private and public Swiss broadcasting services** in 2015.

Across all ratings, the SRG radio programme came out best (3.9)¹. As an overall average, the SRG TV stations and the private local radio stations were close behind with equal ratings (3.7). On average, the private regional TV programmes also scored above the middle scale ranking of 3, but were the worst by comparison (3.5). While local radio and SRG TV achieved equal ratings (both 3.7), it is interesting to note that the individual dimensions of local radio received very similar ratings (3.4 and 3.8), while the ratings for SRG TV showed much greater differences (between 3.2 and 4.1).²

SRG radio scored best in terms of "Professionalism" (4.2) compared to all rating dimensions and media groups. It was also ahead of all other media groups when it came to "General Satisfaction" (4.0). "Credibility" (4.1) was rated equally high for both the radio and TV stations of SRG. In accordance with the concession, the **local radio stations** scored far better for "Local Relevance" (3.8) than the SRG radio stations (3.3). For all other dimensions, local radio was rated lower than SRG radio, although local radio was rated next in terms of "Entertainment Value" (3.7) after SRG Radio (3.8).

The television audience see the strengths of the **SRG TV programme** as "Credibility" (4.1) as well as "Professionalism" and "Information Content" (both 4.0). Conversely, they did not score well on "Entertainment Value" (3.3), while the low rating for "Local Relevance" (3.2) can be put down to the concession. With the **regional TV stations** too, the audience criticised the "Entertainment Value" (at 3.0 the lowest score of all rating dimensions and media groups), although they appreciated the "Local Relevance" (3.9) of regional TV (which scored the highest value for "Local Relevance" across all media groups). For all other dimensions, regional TV scored lower than SRG TV, although regional TV (3.4) came just behind SRG TV (3.6) in terms of "Balance".

Across all four media groups the dimension of "Credibility" showed the least difference in ratings, with all service providers benefitting from a comparatively high "Credibility" score (3.8 for regional TV and local radio vs. 4.1 for SRG TV and SRG Radio). In **conclusion**, the results show an ongoing positive rating by the Swiss public through the years of the range of programmes offered (see Fretwurst / Bonfadelli 2013 and 2015).

The findings are based on a representative telephone survey carried out in autumn 2015 with 3,616 people aged 15 or over in 19 communications areas and three language regions of Switzerland (see sections **Fehler! Verweisquelle konnte nicht gefunden werden.** and **Fehler! Verweisquelle konnte nicht gefunden werden.**). Respondents rated the radio and television programmes of private and public service providers that they used. The study was commissioned by the Swiss Federal Office of Communications (BAKOM).

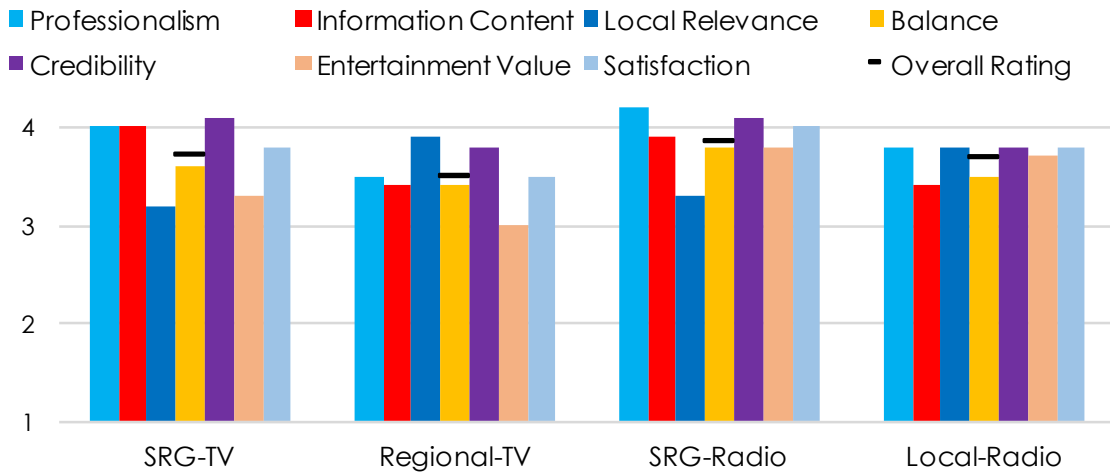
¹ The numbers in brackets represent the average ratings, which refer to a scale from 1 to 5 (where 1 = very poor to 5 = very good rating). For further information see Footnote 2.

² The rating for SRG TV ranged from 3.2 for Local Relevance to 4.1 for Credibility, while the evaluation for local radio only ranged from 3.4 for Information Content to 3.8 for Professionalism, Local Relevance, Credibility and Satisfaction.

1.1 Graphic overview 2015

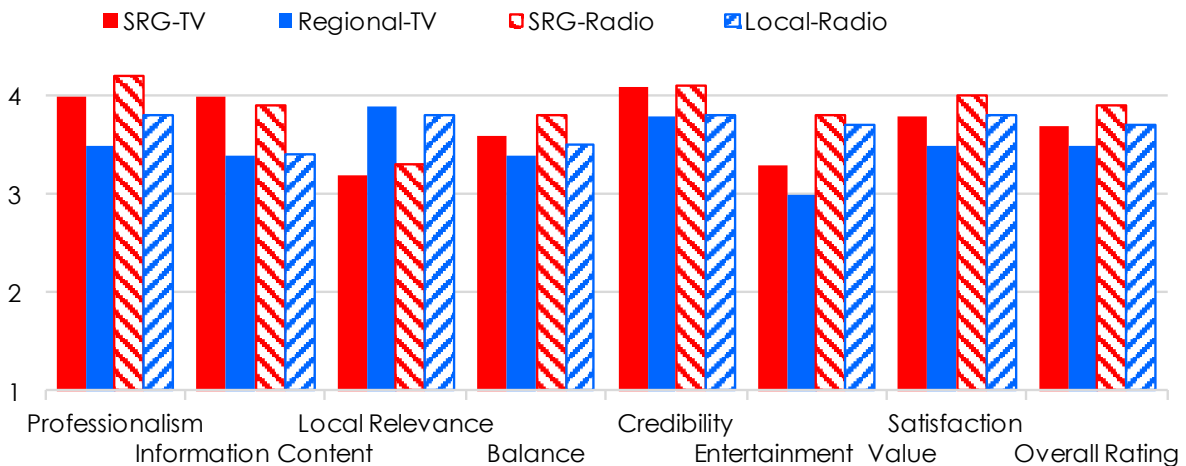
0 shows the ratings by service provider and Chart 2 by dimension. In Chart 3 and 4 the most relevant results are shown by language region. In each case the figure given is the average value of the answers on the scale of 1-5, where 1 is a very poor and 5 a very good score.³

Chart 1 Rating by service provider category 2015



Data: IaKom 2015, N: 1,611 – 3,197.
Scale: very poor rating (1) to very good rating (5)

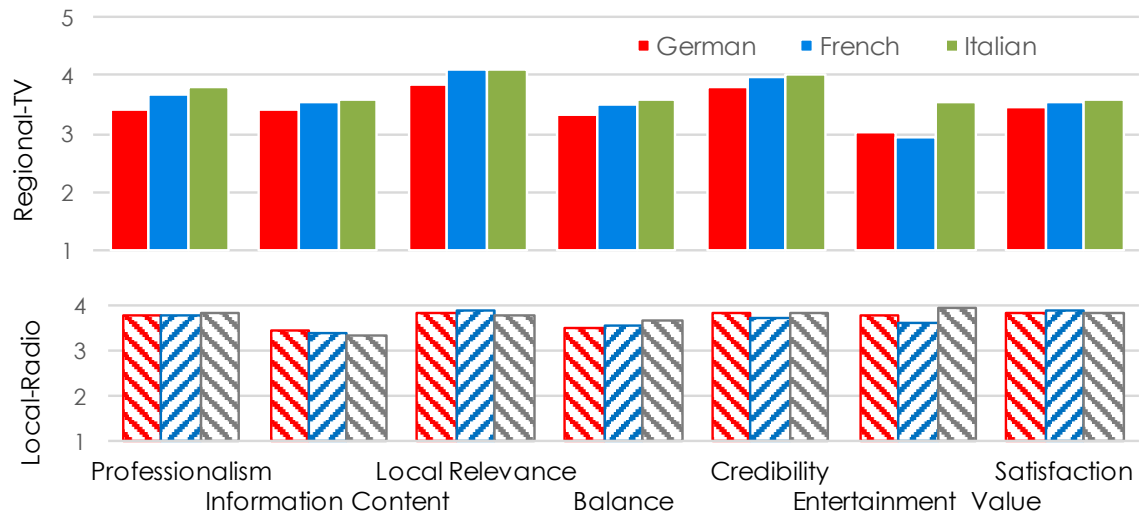
Chart 2 Rating by quality dimension 2015



Data: IaKom 2015, N: 1,611 – 3,197.
Scale: very poor rating (1) to very good rating (5)

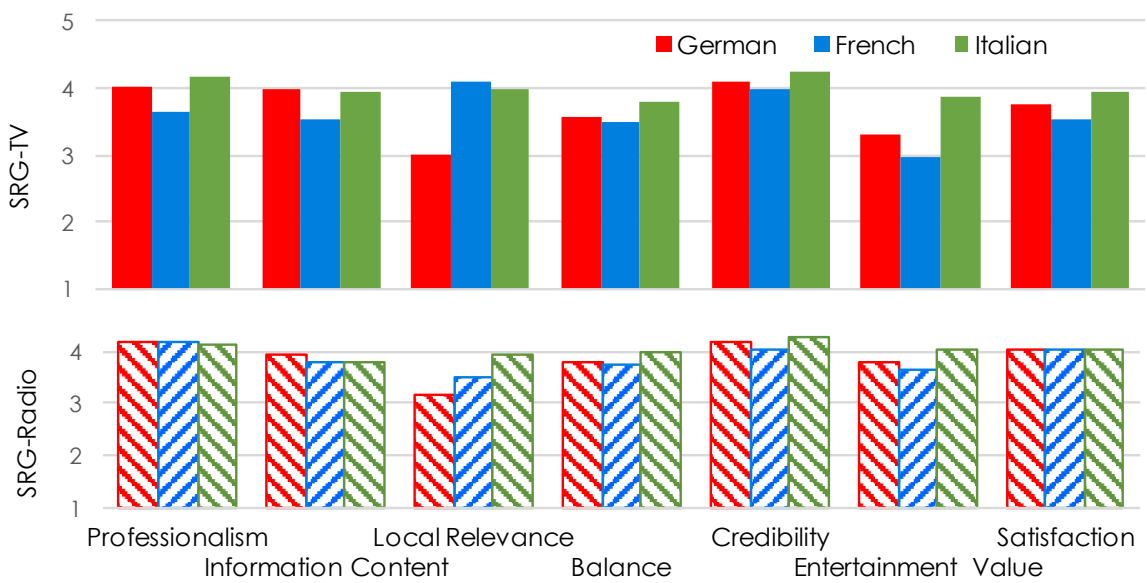
³ At the beginning the interviewees were told that "1 always represents a very bad rating and 5 a very good rating". Within the individual dimensions, various scales were used: for example, for Professionalism from not at all professional (1) to very professional (5), for Local Relevance from no relevance at all (1) to very high relevance or for General Satisfaction from not all all satisfied (1) to very satisfied (5).

Chart 3 Rating of SRG services by language region



Data: IaKom 2015, N: 1,611 – 3,197.
 Scale: very poor rating (1) to very good rating (5)

Chart 4 Rating of local services by language region



Data: IaKom 2015, N: 1,611 – 3,197.
 Scale: very poor rating (1) to very good rating (5)